ACCOMMODATION CAN PUT YOU IN A NEW LEAGUE.

Satisfying all of your customers, whether they smoke or not, is critical to the success of your business. Now, The Accommodation Program can put your establishment in a whole new league of customer service.

This free program may help you avoid what happened in San Luis Obispo, Calif., where a smoking ban caused the town's only bowling center to lose 385 league bowlers and $175,000 in revenue, and may cause it to go out of business completely.

While restrictive smoking legislation may not be a problem for you now, smoking ordinances and bans are popping up across the country. In many cases, bowling centers are no longer exempt.

A growing number of bowling proprietors are addressing this issue proactively, rather than waiting for the government to decide for them.

They are participating in The Accommodation Program, a program designed to assist bowling proprietors in accommodating the preferences of non-smoking and smoking customers.

The program provides free signage specifically tailored for bowling centers, which helps proprietors properly designate non-smoking and smoking areas within their establishments.

For more information about The Accommodation Program, and an order form for FREE program materials and signage, call 1-800-929-1414, ext. 5050.

NON-SMOKERS AND SMOKERS WELCOME

Sponsored by The Accommodation Program courtesy of Philip Morris Incorporated.

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